

Beyond of Business Correspondence

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Abstract

Business letter is very important thing that all people do in business. Especially, business man or entrepreneur must know the kind of business letters and how to write business letter for their business.

Letter-writing is an essential part of business. In spite of telephone, telex and telegraphic communication the writing of letters continues, in fact most telephoned and telegraphed communication have to be confirmed in writing.

The paper is done to write of kind of business letters such Introduction letter, Appointment letter and Offer letter, so also discussed about how to write the business letter and layout of letter.

I. BACKGROUND

Working as a business man or woman is not the easiest thing in the world and the reality is in the opposite, as an entrepreneur happens to be tough in the position. But how to get pleasure, make your work more productive and also get noticed? In this paper you will find the answers from the questions which were torturing you to write the business letter and what kind of business letters. As you know the letters divided into 2 typed, they are informal and formal letters. The informal letter is a letter that someone sends the information without the rules of the letter. It means you can write a letter whatever that you want on piece of paper but the formal letter is a letter that you must allow the rules of the letter. It means, you can write the letter based on the rules. So you need the identity of your company to send the letters. We called Beyond of Business Correspondence. In this case we would like to discuss the formal letter.

Business person is someone involved in business where in particular undertaking of activities, commercial or industrial, for the purpose of generating cash flow, sales, and revenue from a combination of human, financial, intellectual and physical capital that further fuels economic development and growth. An entrepreneur is an example of a businessperson. An Entrepreneur is someone who conducts the business by him/her self, such Ambition, Creativity, Tenacity, risk

tolerance, Intuition and Personality.

Getting a business from a glimmer into actually making money takes a kind of relentlessness; you have to get up every day and make effort to move the thing forward. If the motivation is coming from outside, you will be nothing. This kind of motivation is likely to fade in the rough and tumble of starting and running your own business. Your tenacity has to arise from within you. Successful entrepreneurs want to see progress every day, and they do whatever they can to make that happen. As for risk tolerance, if you're daunted by the idea that every day you're basically starting from scratch (especially in the early years) and that it's all on you to move toward the vision, you will not be happy being an entrepreneur at first time. Successful entrepreneurs have to feel reasonably comfortable trading the relative security of a paycheck and benefits for the working-without-a-net life of the start-up. That's way the entrepreneur need the communication with another persons or customers through the correspondence. It could be sent by letter or directed by telephone, but Letter-writing is an essential part of business. In spite of telephone, telex and telegraphic communication the writing of letters continues, in fact most telephoned and telegraphed communication have to be confirmed in writing, Beside using the telephone, the business man must be confirmed by business letter.

II. STATEMENT OF PROBLEM

Based on the background above, we would like to identify the problem:

1. What is the business letter?
2. What are the introduction, appointment and offer letters?
3. How to write the business letter?
4. What is the layout of letter

III. METHOD AND PROCEDURES OF ANALYSIS.

We analyze and get the information of this paper use some procedures to finish this paper. In preparing this paper, we use library research and internet research on descriptive method. The Descriptive method is a method that is chosen for this data analysis. It is also carried out to collect important data for the analysis. Some techniques conducted to analyze Beyond the Business Correspondence.

1. Collecting Data

References and take the data from the books and internet. In collecting the data, we look for material with reading some books and search on internet

2. Exploring the data

We explore the data which already collected data about the business letter, We start to arrange all the data have been obtained during the research.

3. Conclusion

We do the steps above to obtain goal and exploring of result for this paper.

IV. THEORETICAL REVIEW

Today, Communication is very important thing that entrepreneur has. It is simply the act of transferring information from one place to another. Even, communication is a simple definition, but we think, it will be complex if no one makes it easily. There are various categories of communication and more than one may occur at any time.

According to Business Dictionary Communication is two way process of reaching mutual understanding, in which participants not only exchange information news, ideas and feelings but also create

and share meaning.

In general, communication means of connecting people or places. In business, it is a key function of management. The organization cannot operate without communication between levels, departments and employees. So the communication will be confirmed by the business letters or we called business correspondence.

Based on Oxford Learners Pocket Dictionary, correspondence is writing letter (2001:92). A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned. There are many reasons to write a business letter. It could be to request direct information or action from another party, to order supplies from a supplier, to identify a mistake that was committed, to reply directly to a request, to apologize for a wrong or simply to convey goodwill. Even today, the business letter is still very useful because it produces a permanent record, is confidential, formal and delivers persuasive, well-considered messages.

A business letter is usually a letter from one company to another, or between such organizations and their customers, clients and other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of contents, for example to request direct information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication.

Business letters are usually typed on notepaper bearing a specially designed

heading which provides the reader of the letter with essential information about the organization sending it in Business letter by FW King (1988).

Writing letter is the great way to make correspondence between people.

IV. DISCUSSION

Every businessman must know business letter to communicate to customer or many kind of clients and how to make the business letter. We can say beyond in business letters and explore it.

The business letter means an exchange of thoughts and ideas in connection with a monetary dealing of man and organization, It is the sale or purchase of ideas to the monetary exchange.

As we know, the functions of business letter, such:

- a. It provides a record of the actually for some one's file.
- b. It allows the writer to provide more context of explanation than is usually possible on a form.
- c. It helps the audience (reader) remember what is to be done.

Business letters can be informational, persuasive, motivational, or promotional. There are many reasons for writing business letters, so we learn 3 of kind letter and how to make the letters, they are:

4.1. Kind of Letter

4.1.1. Introduction letter

Follow standard business letter protocol, maintaining a friendly but professional tone and avoiding jargon or pushy, overtly sales-oriented language. Choose high-quality paper in white or off-white, and limit the use of color and graphics. Use company letterhead with your company's logo, but stay away from additional graphic elements to keep the letter easy to read. Greet recipients by Mr. or Ms. and their last names. For an added personal touch, end your letter with a handwritten signature.

Even though you're writing to people you don't have a business relationship with, your letter as much as possible to your target audience's interests, needs and desires. Create an audience profile that describes the kind of people most likely to purchase your product or service. Consider details such as age, race, gender, income and level of education. If you own a jewelry store, for example, you might target people in your city's most affluent or exclusive neighborhoods. If you operate a day care, you might contact young, middle-class parents living in suburban areas.

Selling the product, it is not easy, we must know how to sell product fast and we hope that customer will buy the product or maybe the customer will invite other customer to buy the same product. According to theory of marketing, every body can sell the product easily, but it is not so simple thing, we must have strategy to invite or persuade customer to buy our product.

As a seller or as company needs correspondence to communicate to clients. Communicate or correspondence is something important to give the information about your product. No one does not know your products if you don't give the information.

Introduction letters which letter come from seller to buyer. The seller gives the information of the product to the prospect customer through the letter. The letter contains the information about the sellers' companies to be known by the buyers. Seller expects the buyers give a good welcome, so the Introduction will continue into the next process that is a transaction. Usually introduction letters filled with *one*, the name of the company, its business, or the activity. *Two*, Write the description of its skills, employees, experts, and facilities. It means the company must inform about how many project the company have done, and how many experts or employees do company has it.

Prospect/expectation wanted by the sellers, the company wants the customer will buy the product.

How to write an introduction letter to introduce a new product or service to an established customer according to MD, Spooner (1979) :

1. Thank the reader for his/her past business.
2. Describe the new products or services you are offering.
3. Indicate why the reader should purchase the product or service (i.e., mention the benefits of the product or service).
4. If possible, include a pamphlet, brochure, catalog, etc. that shows and describes the new products or services.
5. If you are making a special promotional offer or having a special sale on the new products or services, include information about it.
6. Indicate how the person can find out more information or tell how he/she can buy your product or service.
7. Close by reiterating how valuable the customer is to you and, if desired, by mentioning your hope that the reader will buy the new product or service that you are offering.

4.1.2. Appointment Letter

Appointment is often a secretarial duty. Although plans can be made by telephone, they are usually confirmed by letter (when time permits). The appointment letters or responses to them, may be the first thing a prospective client or customer sees from your company, so to make a good impression it is important that the letter be clear, accurate and courteous.

Since appointment letters include details such as time, place and date, they have to be precise. They also should be sent in time for the recipient to respond and comply with the suggested arrangements.

Making appointment letter, When executives have out-of-town business, arrangements must be made in advance. Either a telephone call (confirmed by letter) or a letter such as the following example can be used to set up appointments. Indicate whether you want the reader to reply by telephone and

include your number.

An appointment letter is a letter which is made by each secretary to another secretary from each company. This appointment letter is made by the secretary approved by her/his director.

When executives have out-of-town business, arrangements must be made in advance. Either a telephone call (confirmed by letter) or a letter such as the following example can be used to set up appointments. Indicate whether you want the reader to reply by telephone and include your number.

4.1.3. Offer Letter

An offer letter is a letter from a seller to a buyer which is filled with goods or good will offer. It means a letter is made by seller to buyers. Sellers give the information about the products and think the customer will buy our product in Model English letters by Shirly Taylor (2005: 45).

This letter is also called a persuasive letter because the seller seduces to buyer until the buyer thinks to buy it. An offer letter can be classified into two types:

1. Offer letter made by a seller's initiative
2. An offer letter made as a reply. The contents are :
 - a. The language should be interesting
 - b. The contents of the letter may not
 - c. Opposite with goods condition being offered.
 - d. The contents should be courageous the readers in order that the readers want to know further.
 - e. The offer letter should be completed and it is better if it is enclosed with samples or pictures.

Types of business, it is the practice of the seller to offer goods to his regular customers and to others who may be interested, without waiting for an inquiry. Similarly, suppliers regularly make special offers of goods when prices are particularly favorable. In these cases the customer's interest has to be aroused.

4.2. HOW TO WRITE THE LETTER

A successful business letter has several key ingredients. They know who wants to address, main point of the letter and how to write the letter. Based on Gordon, Ian (1998:67), the writer explores of part of business of letter

4.2.1 Letter head

The first one that we write the business letter, we must put the name of company that we called letter head. Designed heading which provides the reader of the letter part of with essential information about the organization sending it. Normally the heading will include the company's name and address its telephone numbers and telegraphic address. It means, the heading mentions, the name of company that operates product or services, second, Usually, a company has the name of company because this is characteristic of business letter.

4.2.2 Reference

This typed on the same line as the date but on the left and consists of the initials of the person who signs the letter and those of the typist. Sometimes other whatever may suit the filling system of the firm question.

4.2.3. Date

Date consists of the date, name of the month and the year. If the letter sheet includes a letterhead, type the date from 2 to 3 lines under the letterhead, else type it under the return address. Never send a letter without a date for reminding when letter has send. The date is written in two styles. The British Method (ordinal numbers): 4th July, 2012 and The American Method (cardinal numbers), July 4, 2012 never write like 7-2-12 because we can be confused reading like that.

4.2.4. Inside address

Concerning the name and address of the firm written to need to be made. Written on the left side, beside the margin, two spaces below the date line. Use Courtesy titles before names of the receiver such as Mr., Mrs., Sir, Miss, Ms, Messrs, Dr, Prof., Capt., Maj., Col., Gen. etc. The address can also begin with a job

title or a department (if you don't know the name). For e.g.: The Sales Manager, The Accounts Department etc.

4.2.5. Subject line

A point that you want to discuss, It can be omitted. It means the sender can use the subject or not.

4.2.6. Salutation

It is greet to someone, that you send the letter. It is below the inside address a double space at least is left and the words "Dear Sir" are typed. This is the usual salutation in British business letters addressed to a company. An American has the style for the salutation.

You can see the differences between the style of American and British.

a. British

Dear Sirs, Dear Sir,
Dear Madames,
Dear Madam,
Informal :
Dear Mr. Brown,
Dear Miss Smith,

b. American

Dear Sir : Gentlemen :
Dear Mr. Brown:
Dear Mrs. Brown:
Informal:
Dear Mr. Brown:
Dear Miss Roberts :

The key point of differences between American style and British style, there is comma and colon. For American Style, You can put comma after greeting and British style, you can put colon after greeting.

4.2.7. Body Language/content of letter

The body is where you explain why you're writing. In other words, the body is where you explain why you're writing. It's the main part of the business letter. Capitalize the first word of the text (even if the salutation ends with a comma). The text is left-justified and a blank line is put after each paragraph. It is not common to indent the first line of paragraph. The contents of body language, such:

a. first paragraph: introduction and reason for writing

- b. following paragraph: explain your reasons for writing in more detail, provide background information etc.
- c. last paragraph is summarize your reason for writing again and make clear what you want the recipient to do

4.2.8. Complementary close

It is written two spaces below the 'last line of the body. 'It is a polite way of saying "good bye". It depends on the tone and degree of formality. In this case, it has 2 styles of complementary close for:

- a. British
 - such, yours faithfully, yours sincerely, yours truly, etc.
- b. American
 - Such*, very truly yours, sincerely yours, yours very truly, sincerely yours, cordially yours,

4.2.9. Signature

Followed by a writer's position or status in company, there is written double space below 'the complimentary close. First comes Signature (pen written). Sign your first and last 'name. 'Second line - type written name. 'Third line - business title. The signature acts as proof.

4.3. LAY OUT OF LETTER

The words in a business letter and the way in which they are arranged express the writer's personality and give the letter it's best appearance is called its style or layout of letter. They are:

4.3.1. Full Block Style

In full block style all the elements of the letter, on the page are aligned flush with the left margin. Full block is the easiest format to use and it produces a clean-looking page. It's also common.



Figure 4.3.1.

4.3.2. Modified Block Style

A modified block business letter is a letter that uses a format that is slightly different from the full block letter. The return address, date, complimentary closing and the signature line are put slightly to the right of the paper's centre. In addition, these letters are the most common in organization.



Figure 4.3.2.

4.3.3. Indented Style

That letter is justified at the left margin except for a few elements. These elements include the return address, the reference line, closing, signature and printed name. These elements are indented by five spaces to the right.

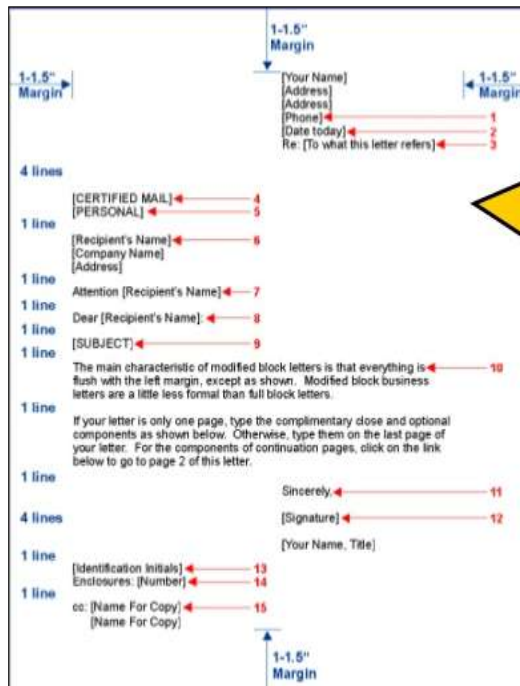


Figure 4.3.3.

4.3.4. Hanging Indented Style

The first line of the paragraph begins at the left-hand margin. And the other lines of the same paragraph are indented three to four spaces. This is the reversal of semi indented style discussed in other page.



Figure 4.3.4

4.3.5. Simplified Style

This style is used when you write a letter and you do not know the name and title of the person to whom you are writing the letter. The salutation and the complimentary closing are not used in this



Figure 4.3.5

V. CONCLUSION

Business correspondence is really needed for businessman. Correspondence like Letter-writing is an essential part of business. In spite of telephone, telex and telegraphic communication the writing of letters continues, in fact most telephoned and telegraphed communication have to be confirmed in writing letter. He communicates with other company such, *first*, introduction letter which the seller can write letter consist of to the prospect customer, the letter contains information about the sellers' companies to be known by the customers. *Second*, appointment letter which the letter from the secretary to another secretary of the company through approval of director. Letter contains venue of appointment. *Third*, the offer letter which seller offers the product to the customer, the seller expects customer will buy product.

Writing letter must know part of letters, they are letterhead, reference, date, inside address, subject line, salutation, body of letter, complimentary close, and signature.

Last, sending letter has layout. The layout of letter consist of full block style, modified block style, indented style,

hanging indented style, and simplified style.

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